Amendments to the Claims:

Claim 1 (currently amended): A computer-implemented method for automatically playing rich media presentations within an email, a banner ad, and a page, comprising:

determining when at least one of an email; a banner ad; and a page is accessed that includes access to a rich media presentation; wherein the at least one of the email; the banner add; and the page includes a small amount of code that is used to support a variety of devices that include a variety of media play back capabilities; and wherein the code does not specify a player for the rich media presentation;

detecting attributes relating to media play back capabilities relating to a device that is coupled to a network;

determining when the rich media presentation has been cached at a network location; and when the rich media presentation has been cached providing the rich media presentation from a cached location; otherwise when the rich media presentation has not been cached, generating the rich media presentation;

providing the rich media presentation within the at least one of: the email; the banner add; and the page to the device; and

automatically playing the rich media presentation on the device.

Claim 2 (currently amended): The method of Claim 1, wherein the small amount of code consists of is a single line of code that is a request for an include file from a server.

Claim 3 (original): The method of Claim 2, further comprising determining when the device supports playing the rich media presentation, and when, optimizing the rich media presentation for the device based on the detected attributes; otherwise, providing the device with a link to the rich media presentation.

Claim 4 (original): The method of Claim 3, wherein when the rich media presentation is within the banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.

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Claim 5 (original): The method of Claim 3, further comprising providing a client the ability to modify characteristics associated with the rich media presentation.

Claim 6 (original): The method of Claim 5, wherein providing the rich media presentation to the device, further comprises utilizing an ad serving engine.

Claim 7 (original): The method of Claim 5, wherein providing the rich media presentation to the device, further comprises using an email serving engine.

Claim 8 (original): The method of Claim 5, further comprising delivering an image to the device that is displayed on the device at a location relating to the rich media presentation.

Claim 9 (original): The method of Claim 5, wherein generating the rich media presentation for the device, further comprises:

generating a virtual player optimized for the device;

generating a presentation package optimized for the device; and

generating the media package for the device.

Claim 10 (currently amended): A computer-readable medium having computer executable instructions embodied thereon, comprising:

determining when ~~the~~ a rich media presentation is contained within the email, the banner ad, and the page;

detecting attributes relating to media play back capabilities relating to a device that is coupled to a network;

<u>determining when the rich media presentation has been cached at a network location; and when the rich media presentation has been cached providing the rich media presentation from a cached location; otherwise when the rich media presentation has not been cached, generating the</u> rich media presentation;

providing the rich media presentation to the device; and

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automatically playing the rich media presentation on the device.

Claim 11 (currently amended): The ~~modulated data signal~~ computer-readable medium of Claim 10, further comprising determining when the device supports playing the rich media presentation, and when, optimizing the rich media presentation for the device based on the detected attributes; otherwise, providing the device with a link to the rich media presentation.

Claim 12 (previously presented): The computer-readable medium of Claim 11, wherein when the rich media presentation is within the banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.

Claim 13 (previously presented): The computer-readable medium of Claim 12, wherein providing the rich media presentation to the device, further comprises utilizing an ad serving engine.

Claim 14 (previously presented): The computer-readable medium of Claim 12, wherein providing the rich media presentation to the device, further comprises using an email serving engine.

Claim 15 (previously presented): The computer-readable medium of Claim 12, further comprising delivering an image to the device that is displayed on the device at a location relating to the rich media presentation.

Claim 16 (currently amended): A system for providing a rich media presentation within an email, a banner ad, and a page to a device over a network, comprising:
a processor and a computer-readable medium;
an operating environment stored on the computer-readable medium and executing on the processor;
a communication connection device operating under the control of the operating environment;

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a rich media presentation application operating under the control of the operating environment and operative to perform actions, including:

determining when the rich media presentation is contained within the email, the banner ad, and the page by accessing a single line of code;

detecting attributes relating to media play back capabilities relating to a device that is coupled to a network;

determining when the rich media presentation has been cached at a network location; and when the rich media presentation has been cached providing the rich media presentation from a cached location; otherwise when the rich media presentation has not been cached, generating the rich media presentation;

providing the rich media presentation to the device; and

automatically playing the rich media presentation on the device.

Claim 17 (original):   The system of Claim 16, wherein the rich media presentation application actions further comprises determining when the device supports playing the rich media presentation, and when, optimizing the rich media presentation for the device based on the detected attributes; otherwise, providing the device with a link to the rich media presentation.

Claim 18 (original):   The system of Claim 17, wherein when the rich media presentation is within the banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.

Claim 19 (original):   The system of Claim 17, wherein providing the rich media presentation to the device, further comprises utilizing an ad serving engine.

Claim 20 (original):   The system of Claim 17, wherein providing the rich media presentation to the device, further comprises using an email serving engine.

Claim 21 (original):   The system of Claim 17, further comprising delivering an image to the device that is displayed on the device at a location relating to the rich media presentation.

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Claim 22 (currently amended): A method for automatically playing rich media presentations within an email, a banner ad, and a page, comprising:

a means for determining when a request for playing the rich media presentation comes from an affiliated site of a supported e-retailer;

a means for detecting attributes relating to media play back capabilities relating to a device that is coupled to a network;

a means for determining when the rich media presentation has been cached at a network location; and when the rich media presentation has been cached providing the rich media presentation from a cached location; otherwise when the rich media presentation has not been cached, a means for generating the rich media presentation;

a means for providing the rich media presentation to the device; and

a means for automatically playing the rich media presentation on the device.